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ABSTRACT

This five-part volume presents a comprehensive collection of 24 accounts of campus assessment practices by the individuals who developed and implemented them. Part 1 presents the stories of five institutions in which assessment has effected a marked change in the way faculty and staff do their work. Part 2 describes some of the broad approaches to assessing institutional effectiveness that have been used on a variety of campuses with a diverse array of learners. Part 3 contains chapters that describe specific methods that can be used in a variety of college settings. Part 4 presents information on some strategies that have not yet been applied broadly but show promise for increased application in the future. Part 5 demonstrates the power of external pressures to influence campus assessment practices. Paper titles and authors are: (1) "Creating a Culture Where Assessment Improves Learning" (Georgine Loacker, Marcia Mentkowski); (2) "Providing Leadership for Organizational Change" (Candace C. Young, Michael E. Knight); (3) "Using Assessment To Enhance Quality" (A. Michael Williford, Gary O. Moden); (4) "Helping a Campus in Transition" (Albert M. Katz); (5) Assessing Outcomes of General Education" (MindaRae Amiran et al.); (6) "Demonstrating and Enhancing Community College Effectiveness" (R. Dan Walleri, Jeffrey A. Seybert); (7) "Building Assessment Programs in Large Institutions" (James H. Watt et al.); "Assessment Strategies for Adult Undergraduate Students" (Carol E. Kasworm, Catherine Marienau); (9) "Portfolio Assessment" (Lendley C. Black); (10) "Assessment Options for the College Major" (Reid Johnson et al.);(11) "Attitude and Opinion Data" (John A. Muffo, Mary Anne Bunda); (12) "Cognitive and Affective Measures of Student Development" (R. Stephen RiCharde et al.); (13) "The Community College Student Experiences Questionnaire" (Jack Friedlander et al.); (14) "Classroom Assessment" (Susan S. Obler et al.); (15) "Assessment Centers" (Robert E. Millward); (16) "Student Self-Evaluation" (Carl J. Waluconis); (17) "Coursework Cluster Analysis" (James L. Ratcliff, Elizabeth A. Jones); (18) "Total Quality Management" (Darrell W. Krueger); (19) "Performance Funding" (Janice Van Dyke et al.); (20) "A Flexible

Approach to Statewide Assessment" (Barbara S. Fuhrmann, Karen M. Gentemann); (21) "The College Outcomes Evaluation Program" (Nina D. Jemmott, Edward A. Morante); (22) "Accountability through Assessment in Community Colleges" (Dorothy Bray, Martha J. Kanter); (23) "The Role of States and Accreditors in Shaping Assessment Practice" (Peter T. Ewell); and (24) "Summary and Conclusion: Are We Making a Difference?" (Trudy W. Banta). (Individual papers include references. An index is provided.) (JB)

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